



SOCIAL MEDIA USE GUIDE

THREE COUNTIES.
ONE REGION.

#MiLansing.

OUR VISION

To be the best destination for global talent and investment, their home by choice.

OUR MISSION

We build a stronger community for all, working every day to grow, retain and attract business in Ingham, Clinton and Eaton counties.

OUR CORE VALUES

1. Relentless advocacy on behalf of our entire region.
2. Demonstrating the highest ethical conduct and transparency.
3. Embracing inclusion, equity and diversity.
4. Partnerships as the foundation of our success: Stronger Together!
5. Well-defined, measurable results.
6. A passion for creativity and innovation.
7. Persuasion and perseverance.

LANSING ECONOMIC
AREA PARTNERSHIP

Who We Are

WHAT IS #MILANSING?

#MiLansing is a regional social campaign, driven by community voices and facilitated by the Lansing Economic Area Partnership (LEAP).

GET INVOLVED!

Show us the region through your eyes using **#MiLansing** and our custom photo frames for Facebook, Twitter and Instagram. Make sure to make your #MiLansing post public so we can share it and encourage your family, friends, coworkers and business partners to do the same.

Submit your #MiLansing at purelansing.com/milansing for a chance to be included in our monthly roundup newsletter and on our website. Follow **@purelansing** on Facebook, Instagram and Twitter for the most updated information on the campaign, including Snapchat geofilters and community profiles!

THREE COUNTIES.
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#MiLansing.

TWITTER

Optimal proportion: 1024 px x 512 px



FACEBOOK

Optimal proportion: 940 px x 788 px



INSTAGRAM

Optimal proportion: 1080 px x 1080 px



IMAGE SIZING &
USE GUIDE

#MiLansing

WRITING A GREAT POST

#MiLansing hinges on strong imagery supported by concise, personal copy. Some things to keep in mind when sharing your #MiLansing are:

- **Brevity.** Sharing your story in 3-5 sentences on Facebook and Instagram, 280 characters or less on Twitter is key to keeping people focused. Social media is all about fast-moving, easily-digestible content.
- **Personality.** #MiLansing is all about showing the region through your eyes, so get personal! Show us the places and experiences that have shaped your time here and hold a special place in your heart.
- **Sharing.** Use #MiLansing when sharing your posts, and make sure they're public so we can see them and share them on our social media!

RESOURCES

Everything you need can be found at purelansing.com/milansing, including:

- A digital copy of this resource guide
- Downloadable PNG photo frames for Facebook, Twitter and Instagram
- The #MiLansing submission form for a chance to be featured on our website and to sign up for the monthly digest newsletter
- Some of our favorite #MiLansing submissions!

GUIDANCE &
RESOURCES

#MiLansing



LANSING ECONOMIC AREA PARTNERSHIP

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